



Virginia Green Partner Profile:



Progressive Graphics

Virginia Beach, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

Virginia Green Partners are primarily committing to help support **Virginia Green** and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

Progressive Graphics

"We are a design, print, mail and on-line fulfillment company that has been in Virginia Beach for 32 years. We are the only FSC, SFI, and Virginia Green certified printer in the Hampton Roads area."

Green Statement: "We were recycling before recycling was popular. Paying closer attention to the environment and our impact on the community, we share and provide our products and services to our customers with the least amount of environmental impact as possible."

CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
 - Encourage clients who are in the tourism industry to join Virginia Green.
 - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
 - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
 - Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
 - Send out emails or mailers to their membership about Virginia Green.
 - Made an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
 - Set a goal for recruiting their member facilities.
 - Include a Virginia Green feature in their newsletter or other publication.
 - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
 - Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.
 - Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile
 - Will offer print discounts to other Virginia Green members/partners

☑ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs.
- Use silverware instead of plastic utensils.
- Use non-bleached napkins or maintain a supply of cloth napkins.
- Serve water in pitchers and glassware instead of bottles
- Avoid box lunches – trays/platters of food are much less wasteful.
- Provide sustainable activities and initiatives with corporate strategic plan with long term goals for both us and our customers
- Present presentations to our customers/prospects on green initiatives and resource saving ideas for print, mail, and design of their marketing campaigns.

☑ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment, aluminum plates used in off-set printing, spent inks, paper waste, and press wash
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Use “green” cleaners that are dispensed in bulk
- Purchase durable equipment and furniture
- Use latex paints
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system
- Use less toxic materials
- Minimize the use of pesticides and herbicides

☑ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Perform preventative maintenance to stop drips and leaks
- Discourage water-based cleanup (sweeping first)
- Have low flow toilets and low flow restrictors on faucets and showerheads
- Have an effective landscape management plan
- Have an effective stormwater management plan including: rain gardens

☑ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Track overall energy bills
- Use natural lighting
- Use directional (downward-facing) lighting in parking areas and other outdoor areas

For more information on **Progressive Graphics**, see www.progressivegraphics.com or contact Daine Hoople at diane@progressivegraphics.com or 757-368-3321.
We offer discounts to all Virginia Green members.

For more information on **Virginia Green Lodging** program, see www.deq.virginia.gov/p2/lodging or go to www.viriniagreentravel.org.



Virginia Green Lodging program is a supporting partner of **Virginia Green**, the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects

of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

